

CLAIMS

What is claimed is:

1 1. A method of automatically pricing merchandise during
2 a remote point of purchase action at a facility that
3 permits such actions, said method comprising:

4 (a) prompting a purchaser with a purchase option
5 for merchandise at a first merchandise price during a
6 transaction at the facility;

7 (b) prompting the purchaser for any users
8 associated with the purchaser;

9 (c) calculating a second merchandise price based
10 upon a quantity of said any users indicated in step (b);
11 and

12 (d) permitting the purchaser to purchase
merchandise at the second merchandise price.

1 2. The method of claim 1 wherein step (a) requires the
2 purchaser to enter information with a data storage
device.

1 3. The method of claim 1 wherein steps (a) and (b)
2 require the purchaser and each of said any users to enter
3 information with a data storage device.

4. The method of claim 1 wherein step (c) comprises reducing the second merchandise price from the first merchandise price when at least one user is associated with the purchaser.

5. The method of claim 1 wherein step (c) comprises inversely relating the second merchandise price to the quantity of said any users.

6. The method of claim 1, further comprising the step of verifying each of the purchaser and said any users with a personal identification code.

7. The method of claim 1, further comprising the step of auditing the facility to confirm that the second merchandise price is an appropriate price.

1 8. A method of automatically pricing fuel during a
2 remote point of purchase action at a refueling facility,
3 said method comprising:

4 (a) prompting a purchaser with purchase options
5 including a first fuel price during a transaction at the
6 refueling facility;

7 (b) prompting the purchaser for any passengers
8 commuting with the purchaser in a vehicle;

9 (c) calculating a second fuel price based upon a
10 quantity of said any passengers indicated in step (b),
11 wherein the second fuel price is lower than the first
12 fuel price when there is at least one passenger commuting
13 with the purchaser; and

14 (d) permitting the purchaser to purchase fuel at
15 the second fuel price.

16 9. The method of claim 8 wherein step (a) requires the
17 purchaser to enter information with a data storage
18 device.

1 10. The method of claim 8 wherein steps (a) and (b)
2 require the purchaser and each of said any passengers to
3 enter information with a data storage device.

4 11. The method of claim 8 wherein step (c) comprises
5 inversely relating the second fuel price to the quantity
6 of said any passengers.

7 12. The method of claim 8, further comprising the step
8 of verifying each of the purchaser and said any
9 passengers with a personal identification code.

1 13. The method of claim 8, further comprising the step
2 of auditing the refueling facility to confirm that the
3 second fuel price is an appropriate price.

1 14. A method of automatically pricing fuel during a
2 remote point of purchase action at a refueling facility,
3 said method comprising:

4 (a) prompting a purchaser to enter information at a
5 terminal at the refueling facility with a personal data
6 storage device issued to the purchaser;

7 (b) allowing the purchaser to select purchase
8 options including a first fuel price;

9 (c) prompting the purchaser and any passengers
10 commuting with the purchaser in a vehicle to enter
11 information at the terminal with a personal data storage
12 device issued to each of the passengers;

13 (d) calculating a second fuel price based upon a
14 quantity of total passengers commuting together in the
15 vehicle, wherein the second fuel price is lower than the
16 first fuel price when there is at least one passenger
17 commuting with the purchaser; and

18 (e) permitting the purchaser to purchase fuel at
19 the second fuel price.

1 15. The method of claim 14 wherein step (d) comprises
2 inversely relating the second fuel price to the quantity
3 of total passengers.

1 16. The method of claim 14, further comprising the step
2 of verifying each of the purchaser and said any
3 passengers with a personal identification code.

1 17. The method of claim 14, further comprising the step
2 of auditing the refueling facility to confirm that the
3 second fuel price is an appropriate price.